

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Attorney Docket No.: 15038US02**

**PATENT**

|                                 |   |                                       |
|---------------------------------|---|---------------------------------------|
| In the Application of:          | ) |                                       |
|                                 | ) |                                       |
| Jeyhan Karaoguz, <i>et al.</i>  | ) |                                       |
|                                 | ) |                                       |
| Serial No.: 10/675,466          | ) |                                       |
|                                 | ) |                                       |
| Filed: September 30, 2003       | ) |                                       |
|                                 | ) | <b><u>Electronically Filed On</u></b> |
| For: DEMAND BROADCAST CHANNELS  | ) |                                       |
| AND CHANNEL PROGRAMMING         | ) | <b><u>November 30, 2010.</u></b>      |
| BASED ON USER VIEWING           | ) |                                       |
| HISTORY, PROFILING, AND         | ) |                                       |
| REQUESTS                        | ) |                                       |
|                                 | ) |                                       |
| Examiner: CHOWDHURY, SUMAIYA A. | ) |                                       |
|                                 | ) |                                       |
| Group Art Unit: 2421            | ) |                                       |
|                                 | ) |                                       |
| Confirmation No.: 5576          | ) |                                       |

**RESPONSE UNDER 37 C.F.R. §1.111**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office action mailed August 31, 2010, in the above-identified application (the "Application"). The Applicants respectfully request reconsideration of the Application in view of the following remarks.

**Amendments to the Claims** are shown in the listing of claims that begins at page 2 of this paper. **Remarks** begin at page 10 of this paper.